

Author and year	Study design	Study period	Country	Equity	Participants	Mean age [range]	Risk of bias	N°. of dp	MA?	Exposure	Exposure measure	Outcome measure	N
Sharma 2021 ¹³⁶	Cross-sectional	NR	India	Low-middle income country with mixed SEP	Grade 9-12 students in Barwala village, Delhi	NR	High	1	Yes	Exposure to health-risk behaviour content	Exposure to tobacco adverts on SM	Smokeless tobacco use	652
Shimoga 2019 ¹³⁷	Cross-sectional	2014-2015	USA	High income country with mixed SEP	Grade 8,10 and 12 school students' part of the Monitoring the Future Survey	NR	Low	1	No	Freq. of SM use	Freq. of SM use	Freq. of vigorous physical activity	19,543
Smout 2021 ¹³⁸	Cohort	2012-2015	Australia	High income country	Middle school students' part of the CAP study	13.4 [13-16]	Mod	2	Yes	Time Spent on SM	Time spent on SM on a typical day	Days drinking per month	441
										Exposure to health-risk behaviour content	Exposure to peer-generated content on SM depicting risky substance use	Days drinking per month	441
Soneji 2018 ¹³⁹	Cohort	2013-2015	USA	High income country with mixed SEP	Sample members of the Population Assessment of Tobacco and Health Study	NR [12-17]	Low	4	Yes	Freq. of SM use	Freq. of social networking account use	Initiation of binge drinking in the past month	8,542
										Freq. of SM use	Freq. of social networking account use	Initiation of tobacco use in the past month	9,067
										Freq. of SM use	Freq. of social networking account use	Increased frequency of tobacco product use	11,996
										Freq. of SM use	Freq. of social networking account use	Progression from tobacco single-product to poly-product use (i.e., ≥ 2 products)	10,928
Stevens 2017 ¹⁴⁰	Cross-sectional	2013-2014	USA	High income country with low SEP	Sample members of a larger mixed methods study	18.2 [13-24]	Low	2	No	Other SM activities	Exposure to contraception information on SNS in the past month	No condom use at last intercourse in sexually active participants	172
										Other SM activities	Exposure to contraception information on SNS in the past month	No contraception use at last intercourse in sexually active participants	175
Suwanwong 2021 ¹⁴¹	Cross-sectional	2017	Thailand	Low-middle income country	Adolescents part of the Cigarette Smoking and Alcohol Drinking Behaviour Survey	NR [15-19]	High	2	No	Other SM activities	Exposure to anti-smoking SM campaign	Smoking status (occasional smoker)	5,669
										Other SM activities	Exposure to anti-smoking SM campaign	Smoking status (daily smoker)	5,851